

3 M Executive Summary

Title: **in motion**: A Community-wide Physical Activity Health Promotion Initiative

Team Lead: Linda Martin, Professional Leader/Director

The question is no longer whether physical activity is important, but rather how to mobilize large percentages of the population to become active enough to receive health benefits. The **in motion** team provides the answer to this question. **in motion** is a health promotion strategy with a vision to make our community the healthiest in Canada through engaging all citizens of the Saskatoon Health Region to integrate regular physical activity into the various facets of their daily lives. It is a community-wide comprehensive approach that uses public awareness, education and motivation strategies, in combination with targeted strategies and continual research to reach all corners of the community.

in motion strives to provide:

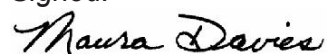
- Awareness of physical activity and its health benefits;
- An increase in the community's physical activity levels and awareness;
- A "blueprint for action" to promote physical activity which influences behaviour change on multiple levels, in various settings, and among different populations;
- A structure to unite the strengths of public, private, and industry efforts to build community capacity through physical activity and health promotion action and research; and
- A model for like-minded provincial, national and international initiatives.

To date, **in motion** has:

- Increased community-wide awareness around physical activity and its health benefits:
 - 76% of residents recall seeing, hearing or reading about **in motion**
 - 51% indicate that **in motion** advertising has encouraged them to think about becoming more physically active
- Increased physical activity levels for health benefits in Saskatoon and Region residents by 39%
- Created and maintained community initiatives in six targeted areas:
 - Children & Youth - 98% **in motion** elementary, 100% of high schools
 - Workplace Wellness - 150 **in motion** workplaces
 - Inactive Adults - 1037 programs, 5868 participants
 - Primary Prevention of Diabetes - healthy lifestyle program and 5 ethno-cultural educational diabetes screenings with 145 participants screened
 - Healthcare Professional Referral - 40 physicians involved, 380 patients counselled
 - Older Adults - 32 **in motion** congregate-housing and community sites with 600 participants
- Supported research activities that have connected the research community to the larger health community:
 - 2 National Physical Activity Summer Institutes
 - Local to international presentations
 - Website
- Enhanced mutual learning and collaboration between 50 partners
- Built community capacity:
 - Increase in Laverack's nine domains
- Met requests for consultation and resource provision to 7 Canadian communities and 2 provinces

In support of submission to the 3M Health Care Quality Team Award – Non-Acute Care Environments

Signed:

Maura Davies

Maura Davies, President and Chief Executive Officer
Saskatoon Health Region

Date